

NEWS BRIEFS

## Seabourn, Equinox, Wheels Up, Natural Diamond Council and US spirits survey

May 22, 2023



*As Seabourn embraces the booming expedition travel trend, a heightened level of connectivity will allow guests to feel closer to home. Image credit: Seabourn*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 19:

### [Seabourn equips expedition ships with SpaceX technology](#)

Cruise line Seabourn is supplementing in-demand expedition ships with ultra-advanced Wifi provided by Starlink.

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### [Equinox commits to hiring 5,000 personal trainers](#)

American luxury fitness club Equinox is bulking up its educational and active programs.

### [Wheels Up expands popular destination offerings](#)

Private aviation firm Wheels Up is serving more of the United States starting June 26, 2023.

### [Natural Diamond Council, Diamond Standard launch affiliate program](#)

Natural Diamond Council (NDC) is exploring avenues for bringing alternative assets to consumers.

### [Americans unlikely to drink celebrity-, influencer-endorsed spirits: report](#)

Spirits delivery application Drizly reveals that people prefer alcoholic recommendations from those they know personally.

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